

ABSTRACT

A printing device routes print media for printing that has a recognizable media identifier, such as an image, a watermark, or a chemical substance that identifies the print media as a particular brand and/or brand type. A scanning device, such as an optical scanner or chemical detection device, scans the print media and recognizes a media identifier. Information corresponding to the total number of print media routed through a printing device, and the total number of a particular brand and/or type of print media, is maintained in a memory component. The memory component can be a component of the printing device, or the memory component can be integrated with a replaceable component of the printing device, such as a toner cartridge. The information can be routed to an information database via a network system, or via a replaceable component recycle program.